

**EFFECTV POLITICAL RECORD OF REQUEST:  
NATIONAL AND LOCAL ISSUE ADS**

- Ad (whether national or state/local) “communicates a political matter of national importance” by referring to (1) a legally qualified candidate for any federal office; (2) any election to federal office; or (3) any political matter of national importance, whether legislative or otherwise (e.g., immigration, IRS tax code, federal cabinet or judicial appointments, etc.)**

OR

- Ad relates to state or local issue and does not communicate a political matter of national importance (i.e., does not refer to a federal candidate/election, or any political matter of national importance such as immigration, IRS tax code, federal cabinet or judicial appointments, etc.)**

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**1. Requested by (Agency name, address, phone number & contact):**

**Agency Name:** \_\_\_Active International\_\_\_\_\_

**Contact Name:** \_\_\_Nicole Bowen\_\_\_\_\_

**Phone Number:** **845-735-1700**\_\_\_\_\_

**Address:** \_\_\_One Blue Hill Plaza, Pearl River, NY 10965\_\_\_\_\_

**2. Paid for by (Advertiser/sponsor name, address, phone number & contact):**

**Name:** \_\_\_National Association of Manufacturers\_\_\_\_\_

**Contact Name:** \_\_\_ Jay Timmons, President

**Phone Number:** \_\_\_202-637-3000\_\_\_\_\_

**Address:** \_\_\_733 10<sup>th</sup> St NW STE 700, WA DC 20001

**3. Date of request:** \_\_\_5/27/2020\_\_\_\_\_

**4. Request received by:** \_\_\_Mary Kelly\_\_\_\_\_

**5. Content of the ad:** Manufacturing/tax reform

**6. If ad refers to any federal election or federal candidate list: ALL name(s) of candidate(s) referred to, office being sought and date of election:**\_\_\_NA\_

**7. If ad refers to any national issues, identify ALL issues addressed (legislative or otherwise):**

\_\_\_ Manufacturing/tax reform \_\_\_\_\_

**8. If ad refers to any state or local election or candidate list: ALL name(s) of candidate(s) referred to, office being sought and date of election:**\_\_\_\_\_

Revised 1/8/2020

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**9. If ad refers to any state or local issues, ballot measures, or referendums, identify ALL issues addressed (legislative or otherwise):**

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**10. List ALL sponsor's chief executive officers OR members of executive committee OR board of directors:**

Michael Lamach, Chair of the Board  
James Fitterling, Vice Chair  
Charles Wetherington, Chair Small and Medium Manufacturers Group  
Jay Timmons, President/CEO  
Todd Boppell, COO  
Linda Kelly, SVP Legal  
Carolyn Lee, The Manufacturing Institute  
Aric Newhouse, SVP, Policy & Government Relations  
James Pierce, SVP Membership and Development  
Alyssa Shooshan, Chief of Staff  
Keith Smith, Public Affairs and Mobilization  
Erin Streeter, SVP Communications and Brand Strategy  
Douglas Baker, Regional Vice Chair  
Thomas Burke, Regional Vice Chair  
Neil Chapman, Regional Vice Chair

**11. If only one name is listed on documentation provided by agency/advertiser, the AE certifies that they have made a follow-up inquiry: \_\_\_\_ YES**

**12. DMA: \_\_\_\_ Portland \_\_\_\_, **Interconnect (Y or N)****

**Zones: \_\_\_\_ plus DISH \_\_\_\_\_**

**13. Distribution Platform(s):   X   Linear TV; \_\_\_\_\_ VOD; \_\_\_\_\_  
Digital/websites/apps**

**14. Date and nature of any follow-ups: \_\_\_\_\_**

**15. Disposition:**

**Accepted – see attached contract details**

**Rejected – provide reason:**

\_\_\_\_\_

**16. Date of ROR completion:   5/28/2020**

**17. Additional Information:**

Revised 1/8/2020

COM:1066669v2  
COM:1154174v1